AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS

1.   (Currently Amended)   A computer-implemented method for providing congruent marketing data across to a plurality of venue specific clients venues wherein the marketing data is first compiled into a centralized database from a plurality of disparate sources, comprising:

creating the centralized database for maintaining the marketing data;

compiling marketing data from the plurality of disparate data sources into the centralized database wherein the marketing data is compiled into the centralized database on a periodic basis;

creating a venue specific database for each venue specific client as a subset of data contained within the centralized database wherein the venue specific database is in a format specific to the venue specific client; and

providing access to the venue specific database through an interface module.

2.   (Original)   The method of claim 1 further comprising:

validating the marketing data before it is compiled into the centralized database.

3.   (Original)   The method of claim 1 wherein the plurality of disparate data sources comprise internal data sources, external data sources and legacy systems.

4.   (Original)   The method of claim 1 wherein the format for the venue specific data comprises a markup language.

5.   (Original)   The method of claim 1 wherein the interface module is an application programming interface.

6.   (Canceled)

7.   (Original)   A marketing system for providing venue specific data by integrating a plurality of data sources into a centralized database comprising:

a centralized marketing database for maintaining a compilation of marketing data wherein the centralized marketing database is created from a plurality of data sources;

a compilation module for compiling the marketing data into the centralized marketing database wherein the compilation module compiles the marketing data on a periodic basis;

an extract module for extracting a subset of the marketing data from the centralized marketing database wherein the extract module extracts marketing data specific to the requirements of a particular client of the data; and

a venue specific database comprising the subset of marketing data.

8.   (Original)   The marketing system of claim 7 further comprising:

a validation module for validating the marketing data in the centralized database wherein the marketing data is validated when it is compiled into the centralized database.

9.   (New)   The method of claim 1 including determining the subset of data contained within the centralized database required for the venue specific database for each venue specific client and extracting each determined subset of data from the centralized database to create each venue specific database.

10.   (New)   The method of claim 9 including distributing the venue specific database for at least one of the client specific venues to that client specific venue.

11.   (New)   The method of claim 9 wherein at least one of the client venues uses an application programmers interface to create a venue specific application and uses this venue specific application to access the venue specific database created for that client venue.

12.   (New)   The method of claim 9 wherein the determined subsets of data for the venue specific databases for at least two of the client specific venues are different.

13.   (New)   The method of claim 1 including creating each venue specific database each time marketing data is added to the centralized database.

14.   (New)   The method of claim 1 including determining how frequently data from each of the disparate data sources is to be compiled into the centralized database and compiling data from each of the disparate data sources into the centralized database based on the determination of how frequently the data from each disparate data source is to be compiled into the centralized database.

15.   (New)   The marketing system of claim 7 including a plurality of clients of the data, each of the clients having different requirements for the data, the extract module extracting a subset of the marketing data from the centralized marketing database based on the requirements for each client to create a venue specific database for each client where each venue specific database has a different subset of the marketing data.

16. (New) The marketing system of claim 7 wherein the compilation module determines how frequently to compile data from each of the plurality of data sources into the centralized marketing database and compiling the data from each of the plurality of data sources into the centralized database based upon those determinations.